

## COURSE DESCRIPTION

**MKT 3010 – Principles of Marketing** (3 cr.) *Prerequisite:* College of Business Benchmark 1 – A critical survey of functions, principles, processes, institutions, and trends involved in the process of organized exchange. The strategic manipulation of product, distribution price, and promotional variables is emphasized relative to identified market needs, market satisfaction, and product positioning. Relationship marketing is emphasized.

## SCENARIO

Students are assigned to write a literature review that requires sources found via the APSU Library's website. Librarians will introduce students to the **Business Research Guide** at [http://libguides.apsu.edu/business\\_resources](http://libguides.apsu.edu/business_resources), which is designed to help students find scholarly resources for researching a topic and provides the key business electronic resource, **ABI/INFORM Complete**, for this course's literature review assignment.

During the 30-minute session allowed by the course instructor, the librarian will demonstrate as the students follow along closely at their computers in searching ABI/INFORM Complete. The librarian facilitates learning where the Mkt 3010 students use **ABI/INFORM Complete** to identify peer-reviewed, scholarly journal articles summarizing original research (published 2000 or later) per the course assignment. They are provided research session notes that cover precision searching techniques: how to use the thesaurus; keyword/phrase searching; truncation; Boolean AND; quotation marks; and how to use database search filters, including peer-reviewed, source type, publication date, document type, classification, and subject.

## STUDENT LEARNING OUTCOMES [a=audience, b=behavior, c=condition, d=degree of accomplishment]

1. Following participation in the research session facilitated by a librarian (c), students (a) will demonstrate that they learned how to recognize scholarly, peer-reviewed journal articles summarizing original research (b), by including such sources in their literature review papers (d).
2. Following participation in the research session facilitated by a librarian (c), students (a) will demonstrate that they were able to find and use scholarly, peer-reviewed journal articles summarizing original research (b), by including such sources in their literature review papers (d).
3. Following participation in the research session facilitated by a librarian (c), students (a) will demonstrate that they were able to limit their searches to scholarly, peer-reviewed journal articles summarizing original research published 2000 or later, by including such sources in their literature reviews (d).

## POSSIBLE ASSESSMENT

Evaluate the literature reviews produced by the students according to a scoring rubric that is based on the student learning outcomes in order to determine if students identified appropriate peer-reviewed, scholarly journal articles summarizing original research (published 2000 or later).